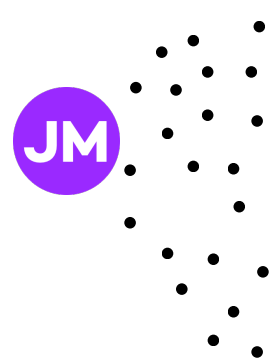


Jayna Moloney

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EXPERIENCE

Cohere Health

Principal Product Designer • July 2021 - Present

Led design for a squad supporting provider group users of our web-based application; introduced new features, pilot programs, and integrations to improve workflows and automate prior authorization

Created resources to help providers and patients navigate outcome-based care paths

Supported foundational research and validated concepts as we onboarded health plans and expanded into new specialties

Facilitated collaboration between product, design, and engineering; hosted brainstorms and workshops; established ways to share work, gather feedback, and document decisions

Created a series of posters, cards, and icons to express our design principles; collaborated with marketing to define brand guidelines

Revisited our design system structure so that components would be more scalable and unified across Figma and Storybook

Aetna, a CVS Health company

Senior Product Designer • Oct 2019 - July 2021

Redesigned the shop and enroll experience for Aetna Medicare; established a design system to unify member experience

Led the site design for a new business, CVS Kidney Care

Created and maintained a Sketch Library of components for CVS Kidney Care; made contributions to grow and evolve the existing Aetna design system

Produced site maps, wireframes, and prototypes; collaborated with content strategy, engineering, accessibility, and research team members to build and improve digital experiences

Worked with product owners and business teams on new initiatives and enhancements across aetna.com

The Trade Desk

UX/UI consultant with TradeUp Technologies • Oct 2019

Created user flows and prototyped an MVP app concept

Worked with developers on an initial iOS build

SKILLS

UX / UI

Concept building

Prototyping

Art direction

Design systems

User testing

Research and analysis

Illustration

SOFTWARE

Figma

Sketch / InVision

Adobe Photoshop / XD

Webflow

UserTesting / UserZoom /
User Interviews

Miro

Loom

Keynote / Google Slides

Jira / Rally



Isobar

Art Director • Apr 2013 - Oct 2019

Cross-discipline collaboration on projects across a range of industries, including media/entertainment, finance, food, beauty, and healthcare

Embraced new tools and provided leadership on adoption and training

Participated in pitches, hackathons, internal projects, and marketing efforts; published content on the Isobar blog; conducted interviews and attended recruiting events

Managed large-scale annotated prototypes and styleguides

Led the design of an iOS app including the creation of custom icons, illustrations, motion references, and app store submission artwork

Created design systems for new platforms, working designers and developers to understand limitations and propose solutions

Storyboarded and directed case study videos

BEAM Interactive

Senior Designer • Jan 2012 - Mar 2013

Concept, design, and art direction for Virgin Mobile; assistance on projects for Puma, Boost Mobile, MINI, and Fidelity

SapientNitro

Senior Designer • Jun 2010 - Jan 2012

Concept, design, and art direction for Ram Trucks site redesign, product launches, and marketing campaigns; won two industry awards

Hunt & Gather

Designer • Aug 2009 - June 2010

Concept, sitemap, wireframe, and design for clients including Harvard Business School, Tufts Health Plan, Chase, Scholastic, Pearson, and Beyonce

The Barbarian Group

Designer • Jun 2008 - Jun 2009

Hired after a double internship to concept, design, and assist in production for clients including Kashi, Allstate, and Adobe

EDUCATION

MassArt

BFA, Graphic Design
2003 - 2008

Graphic Design major with additional coursework in Industrial Design and Printmaking

MECA

Early College Program
Summer 2003

Foundation studies with a concentration in Painting

Ongoing learning

Courses taken in design and intro-to-coding categories

Participation in the local design community

Attending creative conferences and webinars

Mentoring designers on ADPList



I'm a designer in NYC with a passion for process and collaboration to craft meaningful experiences